



IN THE UNITED STATES

PATENT AND TRADEMARK OFFICE

APPLICANT(S): Scott A. Rosenberg and Matthew H. Self  
APPLICATION NO.: 09/978,144  
FILING DATE: October 15, 2001  
TITLE: Method And System For Dynamic Ad Placement  
EXAMINER: Not yet known  
GROUP ART UNIT: 2673  
ATTY. DKT. NO.: 22407-05492

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Box Missing Parts, Commissioner For Patents, Washington, D.C. 20231, on the date shown below:

Dated: Jan 07, 2002 By: Laura Majerus  
Laura A. Majerus, Reg. No.: 33,417

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WASHINGTON, D.C. 20231

RESPONSE TO NOTICE TO FILE MISSING  
PARTS OF APPLICATION

SIR:

Responsive to the Notice to File Missing Parts dated November 20, 2001 received in the above-identified patent application,

☒ Enclosed are:

- ☒ a copy of the Notice to File Missing Parts;
- ☒ an original, signed Declaration;
- ☐ an original, signed Power of Attorney;
- ☐ an Application Data Sheet;
- ☒ payment in the amount of \$1,818.00 for the
- ☒ application filing fee;

PATENT

☒ fee for additional claims; and

☒ missing parts surcharge.

☐ Other

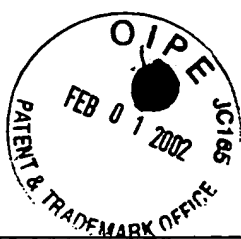
☐ Applicant claims small entity status under 37 C.F.R. § 1.27.

Respectfully submitted,  
SCOTT A. ROSENBERG AND MATTHEW H.  
SELF

Dated: Jan 07, 2002

By: Laura Majerus  
Laura A. Majerus, Reg. No.: 33,417  
Fenwick & West LLP  
Two Palo Alto Square  
Palo Alto, CA 94306  
Tel.: (415) 875-72332  
Fax.: (415) 281-1350

22407/05492/DOCS/1234841.1



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Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

0001/PTO Rev. 10/95  <b>TRANSMITTAL FORM</b>  (to be used for all correspondence during pendency of filed application)	U.S. Department of Commerce Patent and Trademark Office	Application Number	09/978,144	
		Filing Date	October 15, 2001	
		First Named Inventor	Scott A. Rosenberg	
		Group Art Unit Number	2673	
		Examiner Name	Not yet known	
Total Number of Pages in This Submission		12	Attorney Docket Number	22407-05492

ENCLOSURES (check all that apply)	
<input checked="" type="checkbox"/> Fee Transmittal Form (in duplicate) <input checked="" type="checkbox"/> Check Enclosed	<input type="checkbox"/> Issue Fee Transmittal
<input checked="" type="checkbox"/> Return Receipt Postcard	<input type="checkbox"/> Letter to Chief Draftsperson
<input checked="" type="checkbox"/> Response to Notice to File Missing Parts	<input type="checkbox"/> Formal Drawing(s): [ ] Sheet(s) of Figure(s) [ ]
<input type="checkbox"/> Assignment & Recordation Cover Sheet	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input checked="" type="checkbox"/> Declaration	<input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> Power of Attorney	<input type="checkbox"/> Certified Copy of Priority Document(s)
<input type="checkbox"/> Application Data Sheet	<input type="checkbox"/> After Allowance Communication to Group
<input type="checkbox"/> Information Disclosure Statement & PTO-1449 <input type="checkbox"/> Copies of IDS Cited References	<input checked="" type="checkbox"/> Copy of Notice to File Missing Parts
<input type="checkbox"/> Request for Corrected Filing Receipt	<input type="checkbox"/> _____
<input type="checkbox"/> Request for Correction of Recorded Assignment	<input type="checkbox"/> _____
<input type="checkbox"/> Amendment/Response: [ ] Page(s) <input type="checkbox"/> After Final	<input type="checkbox"/> _____
<input type="checkbox"/> Status Request	<input type="checkbox"/> _____
<input type="checkbox"/> Revocation and Substitute Power of Attorney	<input type="checkbox"/> _____
REMARKS:	

SIGNATURE OF ATTORNEY OR AGENT	
Signature:	<i>Laura Majerus</i>
Attorney/Reg. No.:	Laura A. Majerus / Reg. No.: 33,417
Dated:	Jan 07, 2002

CERTIFICATE OF MAILING	
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Signature:	<i>Laura Majerus</i>
Typed or Printed Name:	Laura A. Majerus
Dated:	Jan 07, 2002
Express Mail Mailing Number (optional):	

22407/05492/DOCS/1234843.1

<sup>1</sup> Request for Extension of Time per 37 CFR 1.136 (a)(3) made hereby



# UNITED STATES PATENT AND TRADEMARK OFFICE



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APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
09/978,144	10/15/2001	Scott A. Rosenberg	22407-05492

CONFIRMATION NO. 4095

00758  
FENWICK & WEST LLP  
TWO PALO ALTO SQUARE  
PALO ALTO, CA 94306

## FORMALITIES LETTER



\*OC000000007102265\*

Date Mailed: 11/20/2001

## NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

### Filing Date Granted

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing. Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items and pay any fees required below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- The statutory basic filing fee is missing.  
*Applicant must submit \$ 740 to complete the basic filing fee for a non-small entity. If appropriate, applicant may make a written assertion of entitlement to small entity status and pay the small entity filing fee (37 CFR 1.27).*
- Total additional claim fee(s) for this application is \$948.
  - \$612 for 34 total claims over 20.
  - \$336 for 4 independent claims over 3 .
- The oath or declaration is unsigned.
- To avoid abandonment, a late filing fee or oath or declaration surcharge as set forth in 37 CFR 1.16(l) of \$130 for a non-small entity, must be submitted with the missing items identified in this letter.
- The balance due by applicant is \$ 1818.

02/05/2002 BSAYASII 00000109 09978144

01 FC:101	740.00 OP
02 FC:102	336.00 OP
03 FC:103	612.00 OP
04 FC:105	130.00 OP

*A copy of this notice **MUST** be returned with the reply.*

*mar*

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PART 2 - COPY TO BE RETURNED WITH RESPONSE